



AUSTRALIAN
AUTOMOTIVE
DEALER
ASSOCIATION

2024-25

AADA ANNUAL REPORT





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FOREWORD



It's been another very busy and productive year for the AADA. Dealers have been navigating more difficult trading conditions as supply has freed up leading to reduced profits while expenses have remained high. The spectre of the New Vehicle Efficiency Standard (NVES) combined with the ongoing growth of Chinese brands in our market is creating a great deal of uncertainty. Meanwhile the Mercedes-Benz dealers' appeal in the Federal Court was dismissed, highlighting the limitations of Australia's franchising laws.

Over the past 12 months, the AADA has focussed our efforts on trying to address these challenges. We have had a significant win on franchising law, winning a commitment from the Federal Government to extend unfair contract terms protections to all franchisees and for the soon to be developed unfair trading practices prohibition to be available to all franchisees.

The Government also agreed to fast track work to amend the NVES which would see the point of compliance for OEMs change from the point of importation to the point of sale. We believe this is important to ensure that dealers are not left with a disproportionate share of the risk which NVES will bring. We also spent much of the year preparing research to support our contribution to the 2026 statutory review of the NVES. Work on the cost of the policy to the retail arm of the sector and work on how the policy will affect our trading relationships will be a key part of our contribution to the review.

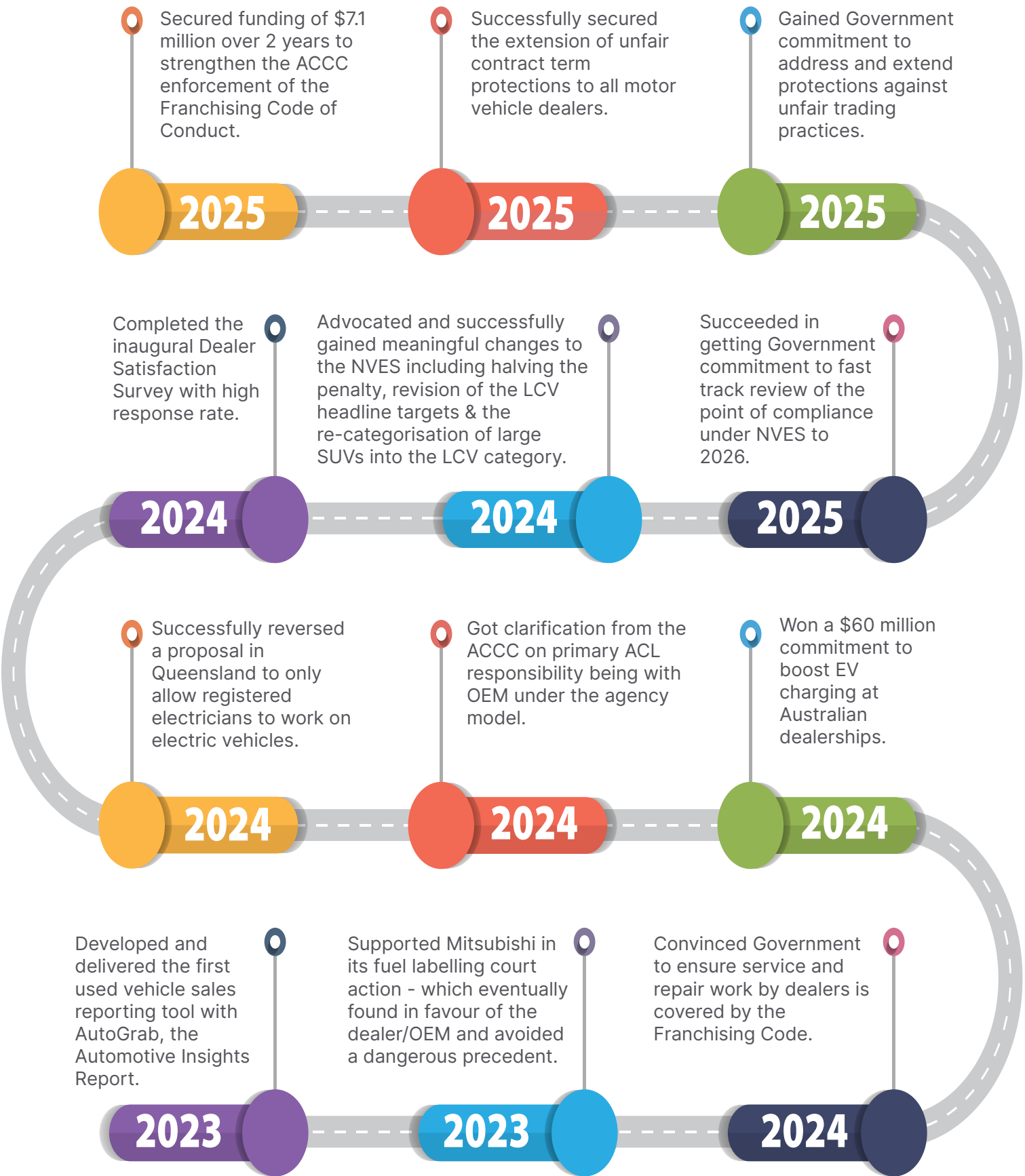
There have been a number of firsts in the past financial year. We completed our first Dealer Satisfaction Survey and the second is already underway. We enlisted our first group of Corporate Members and are in the process of refining the membership offering. We also took major steps towards ensuring dealers are better represented at the state and federal level by agreeing to sign MoUs with MTAQ, VACC, TACC and MTA WA. Our annual DealerNomics publication as well as our yearly EV consumer survey with Zing Insights and our Automotive Insights Report with AutoGrab have all demonstrated our commitment to research.

In the next year we will seek to add even more value to our members, exploring initiatives such as dealer-specific online training and franchising/ACL legal assistance.

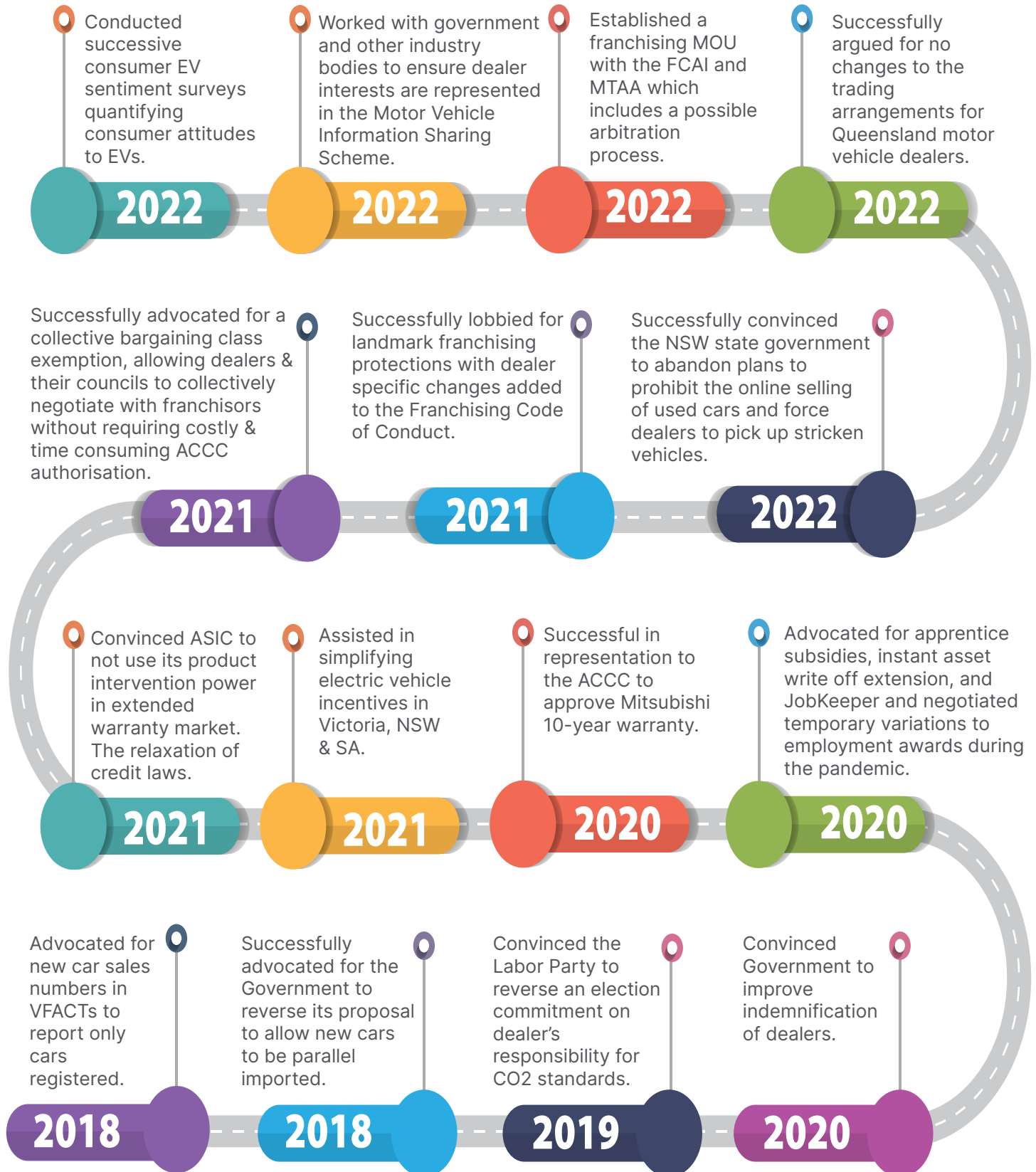
We are well supported and informed by all of our franchised new car and truck members, our corporate members, the Australian Motor Dealer Council and above all the AADA Board of Directors who set the strategic direction for the association. Thank you to all who support us, and we look forward to another productive and busy year in 2025-26.

James Voortman
Chief Executive Officer

KEY ACHIEVEMENTS



KEY ACHIEVEMENTS





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THE YEAR IN NUMBERS





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STAKEHOLDER ENGAGEMENT

In addition to formal policy work and public submissions, the AADA undertakes a wide range of engagement activities that support and strengthen our advocacy efforts. From direct meetings with Members of Parliament to regular catch-ups with our dealer members, these interactions help inform our advocacy, strengthen industry relationships, and ensure the interests of dealers are well represented across all levels of the industry.

218

Dealer
Visits



Meetings with MPs

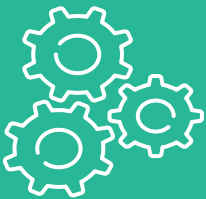
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Political Events



32



212



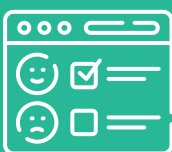
Industry
Collaboration Meetings



Government
Consultation Meetings

133

5



Member Surveys

Auto Industry Engagements



201

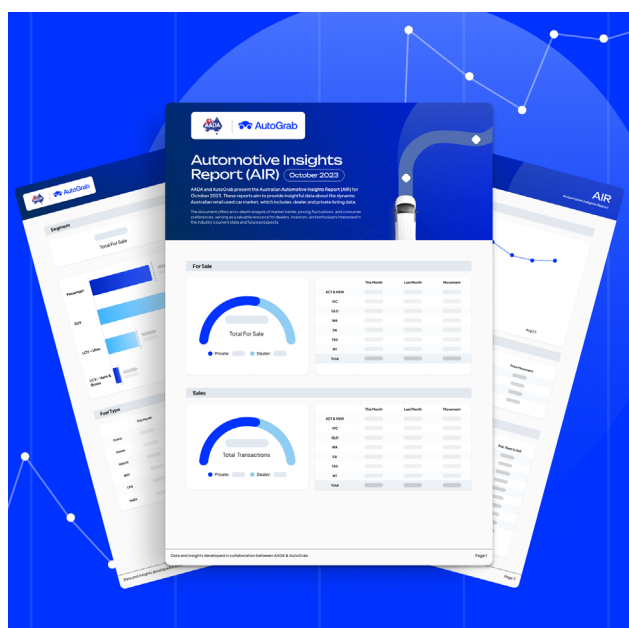




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AUTOMOTIVE INSIGHTS REPORT

In partnership with AutoGrab, the AADA continues to deliver monthly, bi-annual, and annual Automotive Insights Reports, following the launch of the collaboration in October 2023. These reports offer a comprehensive analysis of Australia's used-car market, covering both dealer and private listings. As the first report of its kind, the series delivers rich insights into pricing trends, stock movement, and buyer behaviour. The monthly updates are a trusted resource for dealers, investors, and industry stakeholders seeking to better understand market dynamics and make data informed decisions that drive profitability.



MONTHLY STATISTICS



97
MEDIA
MENTIONS



15%
SOCIAL MEDIA
ENGAGEMENT



2,620
CONTACTS



2,222
SOCIAL MEDIA
IMPRESSIONS



44%
OPEN RATE



13%
CLICK RATE



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DEALER SATISFACTION SURVEY

Building on the success of last year's inaugural Dealer Satisfaction Survey, reflected in strong engagement from OEMs and valuable insights gathered, the AADA has released a second iteration to support ongoing dialogue and improvement in OEM-dealer relationships. The survey covers key factors influencing dealer satisfaction including profitability, warranty processes, and support with obligations under Australian Consumer Law.

Dealer Principals, or other senior business executives representing the top 27 brands in the Australian market were invited to complete the survey with approximately 1,000 dealership locations captured by the responses.

The survey provides a range of important insights, and while the AADA does not currently intend to release these results publicly, we will share the full, detailed results with each of the 27 OEMs, including where each brand ranks in total satisfaction and across 7 key metrics assessed.

The AADA considers this to be a key piece of work to support the industry in developing stronger OEM-dealer relationships and understanding dealer sentiment across the industry.





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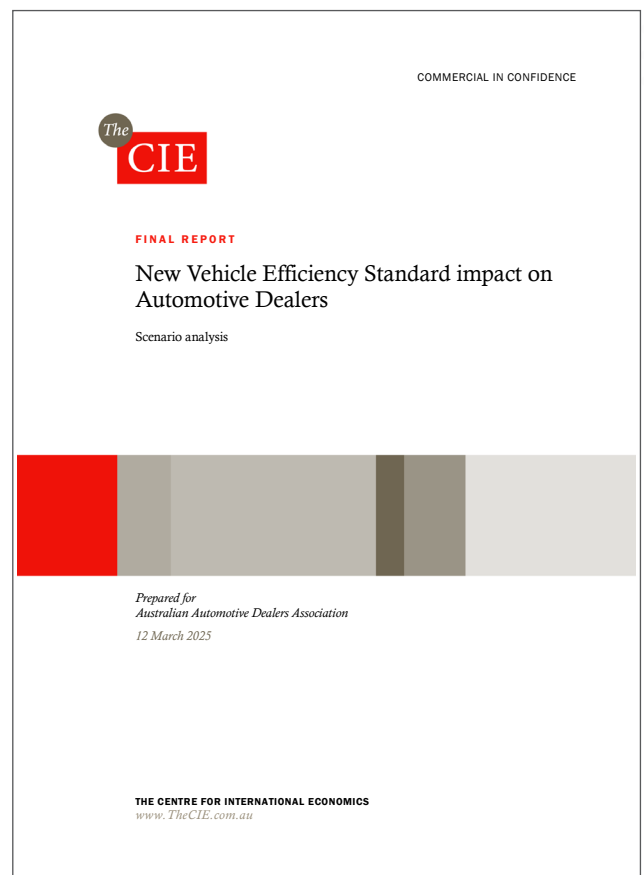
NVES RESEARCH PROJECTS

In response to the widespread interest and uncertainty around the introduction of the New Vehicle Efficiency Standards (NVES), the AADA commissioned the Centre for International Economics (CIE) in late 2024, to examine the potential impacts of NVES on automotive dealer businesses.

The key finding of the report was that the introduction of the **NVES could cost Australian dealerships anywhere between \$1.1 billion and \$2.1 billion between 2025 and 2029**, depending on how car manufacturers (OEMs) and vehicle importers decide to meet their emissions targets.

The report explores four distinct scenarios based on the potential strategies OEMs may adopt to meet NVES compliance targets. It finds that most regulated entities are expected to use a mix of these strategies to minimise the cost to themselves, which are then likely to be passed on to dealers and consumers.

The findings of the report have been critical in supporting AADA's ongoing advocacy efforts for strengthening franchising protections for new car dealers and calling for a shift in the point of compliance from importation to point of sale.



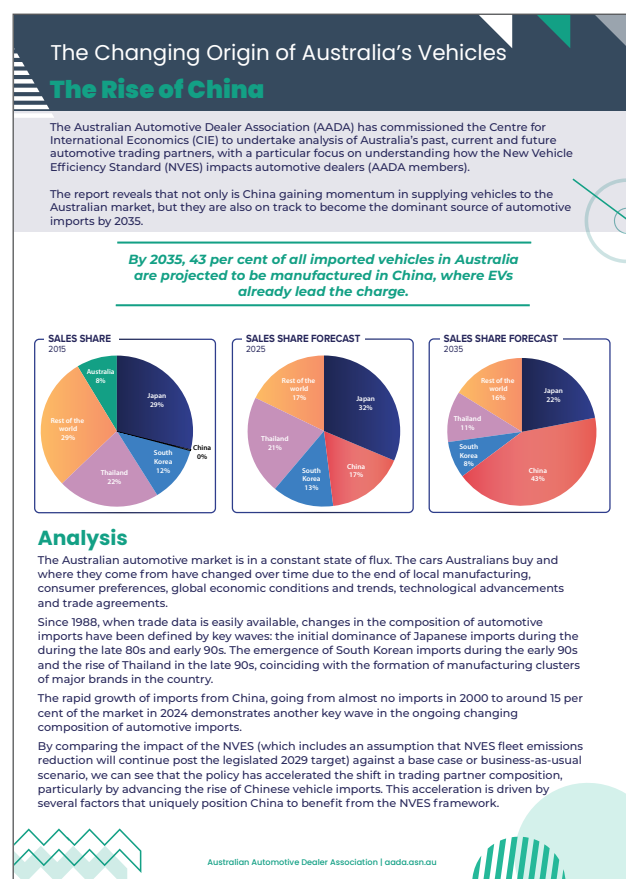
NVES RESEARCH PROJECTS

The AADA built on this initial research by commissioning a follow-up study in early 2025, focusing on the potential implications of the NVES for Australia's long standing trading partners.

The report details how the Australian automotive market has always been in a constant state of flux, but the rapid growth of imports from China will fundamentally change the Australian automotive landscape.

Key findings include the dominance of China in the sale of battery electric vehicles, with **Chinese car sales projected to reach 43 per cent of Australia's new car sales by 2035** compared to 17 per cent in 2025. The report further draws attention to China's production cost advantages over other countries, noting it is the only country forecasted to see falling production costs in the coming years.

These research reports are proving to be essential in supporting Australia's franchised new car dealers navigate change and complexity during this period of significant transformation. The AADA remains committed to expanding its research efforts to provide greater value to its members.

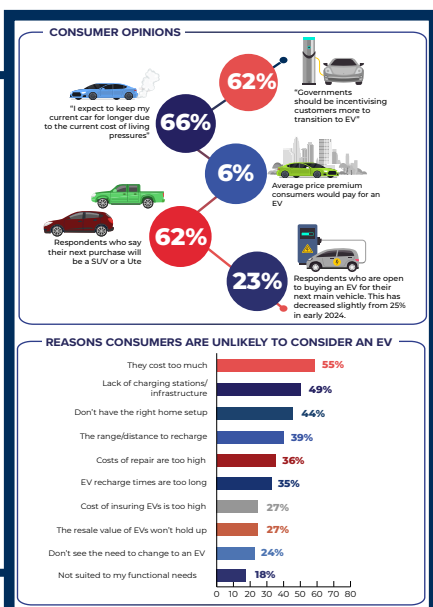


POLICY IMPACTS



Late last year, the AADA made a submission to Treasury's consultation on consumer guarantees and supplier indemnification under the Australian Consumer Law (ACL). The ACL continues to pose challenges for dealers, with commercial arrangements between dealers and manufacturers often complicating the handling of consumer complaints and the process of securing rightful indemnification. The submission underscores the need for improved clarity in the law, immediate implementation of ACCC's market study recommendations, stronger franchising laws to address the power imbalance between OEM and dealers, and establishment of clear processes to streamline ACL claims and protect dealers from retaliatory behaviour.

Throughout the year, the AADA engaged with the Federal Government on the development and release of the 2025-26 Budget. This included preparing a comprehensive submission outlining key measures aimed at boosting dealer confidence to invest in this period of transition, while highlighting the need for increased dealer protections against unfair trading practices and extending the ban on unfair contract terms. In March 2025, the AADA participated in the Budget Lock-up and provided members with a timely 2025-26 Federal Budget Briefing webinar, including a summary and brief explanation of the measures that are relevant.



In late 2024, the AADA together with Zing Insights completed the third iteration of the 'EV Sentiments Survey'. This survey tracks car buying intentions and EV sentiments across the community. This research assisted the AADA in demonstrating the immense challenges of the Government's plan to reduce Australia's light vehicle emissions by 60 per cent in five years, with the latest version showing a drop in consideration to buy an EV as the next main vehicle, down to 23 per cent in November 2024 from 25 per cent in January 2024. Another notable finding was the drop in consumer willingness to pay extra for an EV, with the average price premium dropping to 6 per cent in November 2024 compared to 8 per cent in January same year.

POLICY IMPACTS

The AADA continues to engage with government and members on key issues affecting dealers, including a recent submission to the NSW Fair Trading Consultation on the remake of the Motor Dealers and Repairers Act Regulations 2025. The submission, informed by statewide dealer engagement through interviews and surveys, raised concerns about the proposed introduction of new repair classes for battery electric vehicle (BEV) work. It highlights the risk of duplicating existing OEM-mandated training, the disproportionate regulatory burden on franchised dealerships based in NSW, potential drop in consumer confidence in BEVs, and the lack of detail regarding transitional arrangements. The submission called for greater recognition of existing training arrangements, a five-year transitional period, and financial assistance to help dealerships manage the cost of duplicated training requirements.



RESPONSE TO PRODUCTIVITY COMMISSION'S INQUIRY INTO FIVE PILLARS OF PRODUCTIVITY

JUNE 2025



The AADA also submitted a response to the Productivity Commission's consultation on the Five Pillars of Productivity. The submission primarily focused on pillars 1, 2 and 5, reiterated the need to abolish redundant taxes such as the Luxury Car Tax and passenger vehicle tariff, to strengthen the business environment and support a more resilient economy. The submission also outlined opportunities to enhance the cost-effectiveness of emissions reduction policies across the automotive sector, while raising concerns that increased occupational licensing requirements may reduce labour mobility.

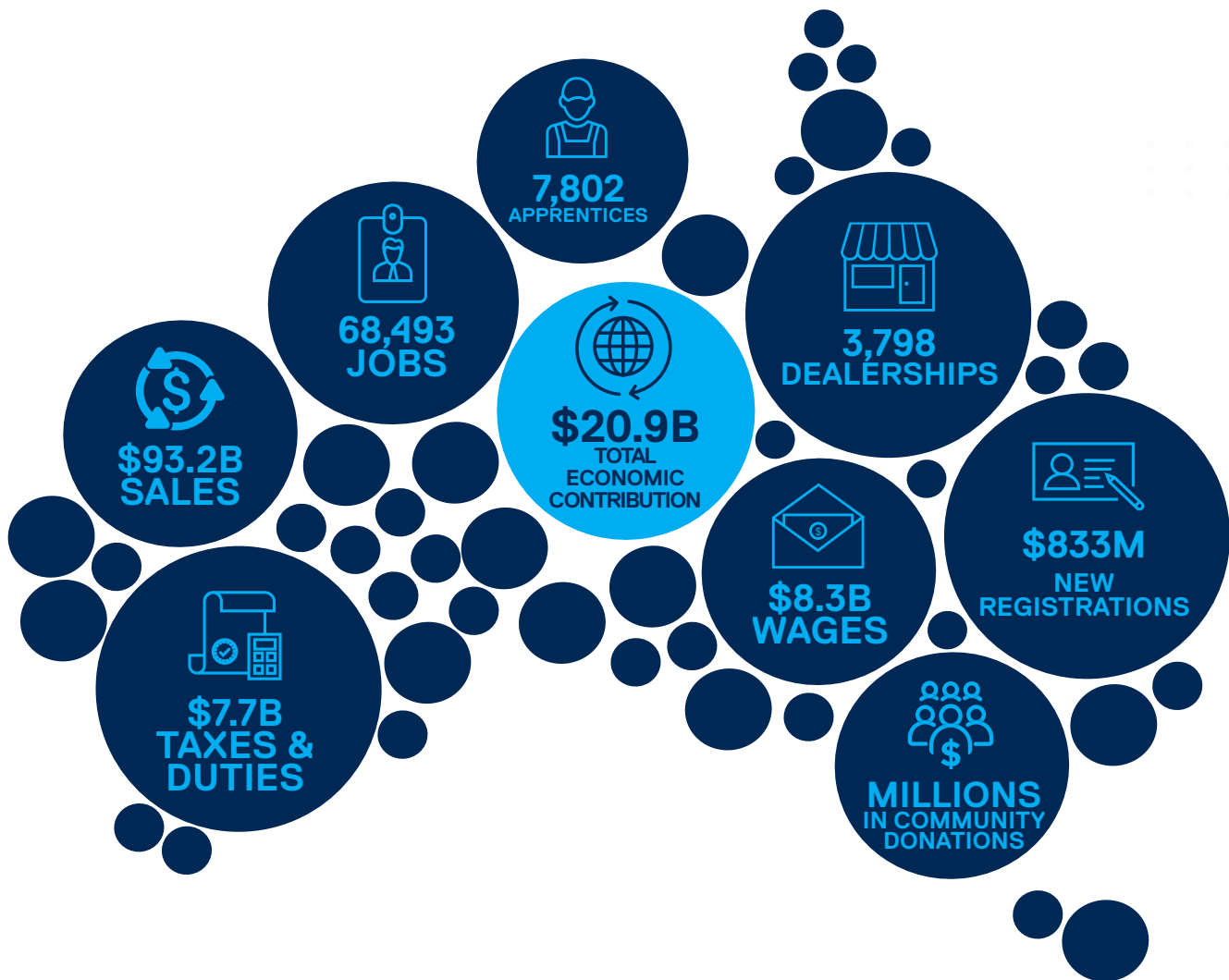
The AADA has been extensively engaged in consultations with the Federal Government regarding potential methodologies for shifting the NVES point of compliance to point of sale. Consultancy firm Ricardo, commissioned by the Department, engaged with the team to assess four reporting options, each with its own set of challenges and benefits. Based on its analysis, AADA identified the most suitable option as one that could complement the existing import-based reporting system with actual vehicle sales data, offering a more accurate view of real-world emissions and discouraging dumping of stock to meet targets. While no formal government position has been announced, the AADA continues to support efforts to develop an effective and fair compliance framework for NVES.





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DEALERNOMICS





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DEALERNOMICS

The AADA produces an annual edition of the DealerNomics Automotive Statistics booklet.

DealerNomics 2025 remained an essential resource, offering key insights into the latest automotive industry trends. This year's edition continues to provide a comprehensive summary of the most relevant data including;

- Analysis of the new vehicle market, combining sales data from multiple sources,
- For the first time, truck dealer network performance and economic data,
- Used vehicle sales trends,
- Australia's in-service vehicle fleet,
- The economic contribution of dealerships,
- Dealer network sales performance, and
- Motor industry benchmarking insights.

The development of these comprehensive automotive statistics supports the AADA in its industry advocacy, ensuring that our engagements and submissions are underpinned by informed and relevant data.



**WORKSHOP JOBS
COMPLETED**

**OVER
44 MILLION**
ANNUALLY



**CUSTOMER FINANCE
CONTRACTS
FACILITATED**

483,482
ANNUALLY



**TRAINING
INVESTMENT**

\$46.1 MILLION
ANNUALLY



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2025 LIFETIME ACHIEVEMENT AWARD

COL CRAWFORD LIFESTYLE CARS



The Col Crawford journey began in 1967 with a modest used car yard in Brookvale. Through the decades, the dealership supported countless causes, including raising over \$3 million for the Cerebral Palsy Alliance through its annual Charity Golf Day. Leadership passed to Col's son Stephen in 1986, who expanded and modernised the operation while upholding its founding values. Today, Col Crawford Lifestyle Cars operates across two sites, represents 10 major brands, and proudly involves the third generation of the family. A true industry icon, the business remains rooted in family, integrity, and service.

TAIT AUTO GROUP

Tait Auto Group's story begins in 1958 with Bob Tait and a small machinery business. By 1975, the family moved into automotive retail, laying the groundwork for a multi-generational, multi-location dealership group across regional Queensland and New South Wales. Now led by Bob and Margaret's sons David, John, Ross, and granddaughter Kendall, the group remains proudly family-run. Built on more than just making sales, they are well known across the region for building relationships, backing their town, and their integrity.





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MELTON TOYOTA



Melton Toyota's origins trace back more than 50 years to a local service station founded by Keith and Joan Harrison. What began as a small operation quickly evolved into a community cornerstone, driven by a commitment to service beyond the showroom. From local footy sponsorships to Rotary run fundraisers, Melton Toyota has consistently supported grassroots causes. With son Grant, his wife Gayle, and a dedicated team continuing the legacy, the dealership remains deeply embedded in Melton's fabric. At its heart, Melton Toyota is still about people and a family-first philosophy that has defined its success for more than half a century.



LIFETIME ACHIEVEMENT AWARD WINNERS

Each year at the AADA Chairman's Dinner, it is our pleasure to present Lifetime Achievement Awards to recognise individuals and businesses who have given more than 50 years of service to the automotive retail industry.

Ken Morgan	Michael Claridge
Warren Smith	Max Kirwan
Reg Hunt	George Altomonte
Laurie Sutton	Michael Tynan OAM
Peter Warren	Don Russell
F.R. Ireland	Joe Camilleri
John Woelders	CMV Group
John Hughes	Peter Roberts
Shacks Motor Group	Baker Motors
Callaghan Motors	Dwyers Motors
Wagga Motors	Col Crawford Lifestyle Cars
Melton Toyota	Tait Auto Group

AADA 25

CHANGING LANES

The 2025 AADA Convention & Expo, one of Australia's premier automotive industry events, returned to Brisbane from 22–23 July, attracting almost 1,000 attendees from across the country.

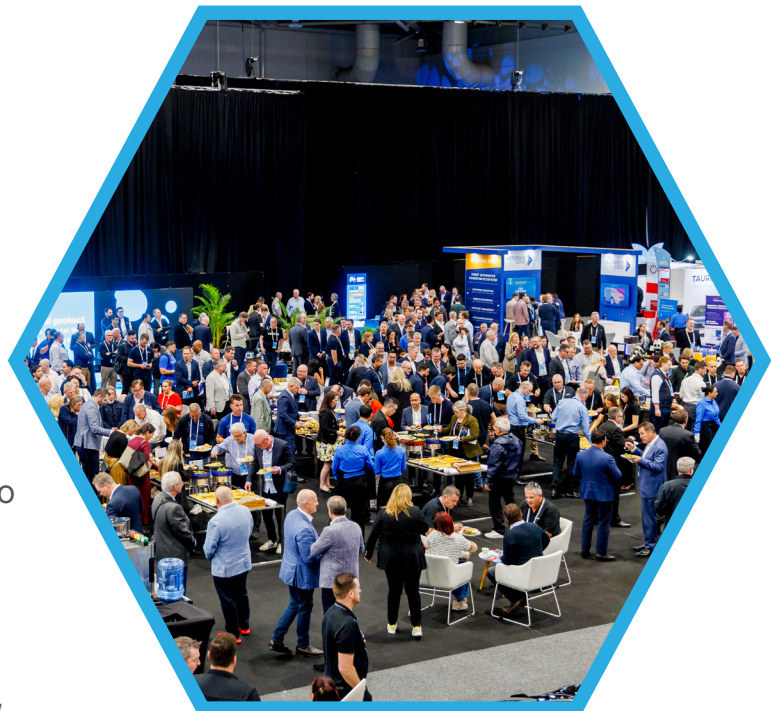
This year's program featured 63 expert speakers across the main stage sessions, expo live presentations, and hands-on workshops, all designed to equip dealers with the tools and insights to thrive in a rapidly evolving industry. High impact topics included the future of EVs, navigating regulatory change, digital marketing strategies, and boosting dealership performance.

The event opened with a keynote address from former Prime Minister Julia Gillard, who highlighted the need for embracing inclusivity in the workplace to promote a future of shared opportunities. The main stage also hosted innovation expert Gus Balbontin and global leadership specialist Holly Ransom, who brought energy and encouraged bold thinking.

AADA CEO James Voortman led a critical discussion on key industry forces shaping change in the sector, including the changing landscape of Australia's trading partners, decarbonisation targets, and the ongoing need for reform in the franchising code of conduct.

Delegates took part in practical workshop sessions running alongside the main program, designed to translate strategy into action at the dealership level.

Meanwhile, the expo floor hosted 60 exhibitors showcasing the latest products, technology, and services. It provided a dynamic hub for networking and discovery, bringing together suppliers, decision-makers and innovators shaping the future of automotive retail in Australia.





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AADA CORPORATE MEMBERS

Our corporate members are important to the work of the AADA and to the ongoing strength of Australia's franchised automotive industry. These valued partnerships help ensure that the businesses who support our dealers through services, products, and innovation, are actively engaged in shaping the future of the sector.

Corporate membership is a mutually beneficial relationship built on shared outcomes. When dealers are doing well, so too are the businesses that support them. That's why we're committed to deepening engagement between our corporate members and the wider dealer network.

Throughout the year, corporate members gain direct access to decision-makers and are provided with valuable opportunities to connect, promote their business, and contribute to industry dialogue. Current benefits include:

- Representation in government advocacy on key dealer and market issues
- Opportunity to contribute through the AADA Industry Advisory Body
- Invitations to exclusive AADA events, including the annual Chairman's Dinner
- Access to AADA member rates for the Convention & Expo

- Subscription to all AADA communications and updates
- Promotional presence on the AADA website

Corporate membership is built on mutual success. If you work with dealers, this is where you want to be. Get in touch to become a part of the program.





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AADA CORPORATE MEMBERS



STRATEGIC PLAN

2024-2027



MISSION

To be universally recognised as the peak industry association representing the interests of Australian franchised new car and truck Dealers, and those businesses contracted to supply, repair and service new cars and trucks, delivering world class advocacy, policy and stakeholder engagement.



MANDATE

The AADA will structure itself such that it is able to advocate exclusively on behalf of franchised new car and truck Dealers and suppliers. It will establish and maintain channels of communication with members across all states and territories through which it will communicate on matters of strategy and policy pertaining to Dealer welfare. The AADA will principally take direction from the AADA Board and the Australian Motor Dealer Council, both bodies that it is responsible for convening at regular intervals. The AADA will work with members and the AADA Board to ensure that it remains financially secure and appropriately resourced to fulfil its mandate. Externally, the AADA will develop and maintain working relationships with key stakeholders across Government, the industry and the media. The AADA will ensure that it is armed with credible and thorough research to inform its advocacy and communications activities both to members and externally.

2024 - 2027 STRATEGIC OBJECTIVES

Pursue an Optimal Regulatory Regime

Striving for Fairer and More Equitable Industry Relations

Elevating the Dealers Voice in Decarbonisation



Strengthening AADA Research Credentials

Facilitating Debate and Education on Current and Emerging Industry Trends

PROJECTS

1 Pursue an Optimal Regulatory Regime

- Continuously advocate on the key policy priorities – franchising, emissions policy, consumer affairs, taxation and F&I.
- Work with relevant MTAs to ensure state and territory policies take the Dealers voice into account.

2 Striving for Fairer and More Equitable Industry Relations

- Franchise Code Reform
- Unfair Contract Terms implementation
- Unfair Trading Practices Reform
- Development of Dealer Satisfaction Survey
- Strengthen Indemnification
- Support and Empower Dealer Councils

3 Elevating the Dealers Voice in Decarbonisation

- Work with government on NVES implementation
- Lead work on ensuring transition to point of sale compliance
- Monitor and report on consumer intent and purchasing behaviour
- Assist in development of Dealer Charging fund
- Educate Government's on issues and cost associated with the transition

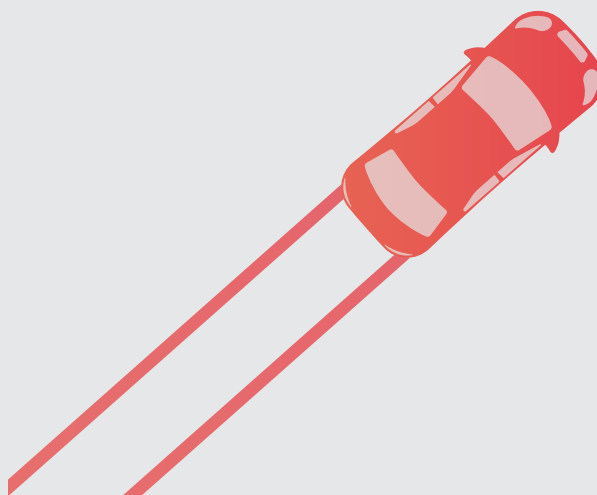
4 Strengthening AADA Research Credentials

- Solidify the Automotive Insights Report as the authoritative source of used car Data
- Build on our annual consumer EV attitude survey
- Develop the Dealer Satisfaction Survey
- Expand the DealerNomics offering
- Routinely commission research on strategic issues



5 Facilitating Debate and Education on Current and Emerging Industry Trends

- Collect and Disseminate information to members on emerging issues such as new distribution models, data, AI, decarbonisation, cyber security
- Use our annual Convention to enlist experts to lead discussion on industry trends
- Make use of Webinars to allow for wider education on strategic issues
- Ensure AADA study tours are focussed on industry issues





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